

# BRIDGES TO OUR BRIGHT FUTURE

2011 AACP Annual Meeting and Seminars  
July 9–13 ★ San Antonio, Texas

American Association of  
Colleges of Pharmacy

*Discover • Learn • Care: Improve Health*

AACP

# Council of Deans and Council of Faculties

## Joint Task Force on Advocacy

Task Force Final Report  
July 11, 2011

# Task Force Charges

- Review and assess advocacy information/tools on the AACP website.
- Provide feedback on ways to optimize/improve information and tools on the website.
- Work with the Association's Vice President for Policy and Advocacy, Will Lang, to attempt to determine why there is an apparent low level of recognition of existing resources and provide suggestions regarding ways to better publicize the availability of current and future advocacy information and tools to the members.
- Suggest ways to increase member awareness and use of the "Advocacy in Action" resource on the website.
- Suggest alternate/additional means to deliver "call to action" messages from the Association to the members.

# Recommendations

- The AACP advocacy website should **1) educate visitors about advocacy; 2) motivate them to participate in advocacy; 3) provide them with advocacy tools; 4) teach them how to use the tools, and; 5) enable users to automate the procedures so that they can plan and schedule advocacy activities.**
- The links on the site should be clearly defined so when one follows a link there is an explanation on the linked page that makes it clear what one will find there.
- For each issue, AACP should describe and justify the rationale for inclusion in the advocacy agenda and describe and/or provide links to the actions AACP has taken in moving this agenda forward. These actions include, but are not limited to letters, position papers, testimonies, etc.

# Recommendations

- “Tell us your story” is a great way – to allow members to share their stories of grassroots advocacy efforts.
- Partners and affiliates should be clearly listed with direct linkage to the relevant portion of their website. There should be some statement of the value of the partnership and why AACCP has participated with the given group or entity.
- There needs to be a “dashboard” that indicates the response to calls to action and progress toward goals of collaboration on other issues.

# Recommendations

- Encourage each School/College of Pharmacy to establish a **Liaison to AACP for Advocacy**.
- AACP should consider **conducting quarterly teleconferences** with these school/college Liaisons.
- AACP should consider **publishing Case Study examples** on the AACP Website of initiatives at the college/school level that have lead to advancement of the AACP advocacy positions.
- AACP Standing Committee on Advocacy should **develop a resource kit** that can be used by the school/college Liaison to promote awareness of the issues and methodologies to advance advocacy initiatives. This could be assisted by Webinars focused on use of these resources.

# Thanks to Task Force Members

- Gary Matzke-co-chair      Virginia Commonwealth University
- Wendy Duncan-co-chair      St. Louis College of Pharmacy
- Donna West-Strum      University of Mississippi
- Cari Brackett      Ohio State University
- Curt Gielow      Concordia University
- Jerry Nesamony      University of Toledo
- Gayle Brazeau      University of New England
- Abby Kahaleh      Roosevelt University